

## **How to be a Gold Executive**

**By Jared Overton**

**How to Build a Massive Downline with Xoçai**

**<http://chocolatebiztools.soundconcepts.com/p/HC026>**

The Gold Executive rank offers significant status, recognition, and monetary rewards. It's very achievable with a part-time effort and can be achieved in 24 months, 12 months, or as little as 90 days. This document will explain what it takes to achieve the Gold rank. The 2010 Gold Executive annual earnings ranged between \$49,000-\$60,000. Please note, these earnings represent RESIDUAL INCOME, which means someone that earned \$50,000 last year in Xoçai could take 6 months off this year and probably earn the same amount, maybe more. It would be the equivalent of having \$2,000,000 sitting idle in the bank earning you 3% interest. Never underestimate the power of RESIDUAL INCOME.

Typically a Gold Executives business will have 10 new people join each week. These new associate join without any involvement on your own. This means you have created a group that now creates a residual of signups of 10 per week, similar to having money sitting in the bank and earning a residual income off the interest of that money.

Rather than focus all attention on achieving the Gold rank, one should focus on establishing a group that is creating 10 new signups per week.

In order to eventually have 10 new signups each week without your involvement, your group will need to create 50 flip-chart 2 on 1 presentations per week. One single motivated distributor doing 50, or 50 distributors each doing 1 can do these 50 flip chart presentations. An ideal situation would be to have 10 distributors each doing 5.

Typically for every 5 flip chart 2 on 1 presentations given to a warm prospect, 1 of those prospects will join; hence the 50 to 10 ratio.

The easiest and most effective way to create a group that produces 10 new signups per week is to create weekly activity by STARTING the week off with POWER CALL SESSIONS with your upline.

Here are some examples of POWER CALL sessions:

<http://youtu.be/rpzXroeZLuQ>

[http://youtu.be/6D0Hr\\_FLVhw](http://youtu.be/6D0Hr_FLVhw)

<http://youtu.be/YVLx9klyMZA>

<http://youtu.be/gY9iMGhs1wc>

<https://www.me.com/gallery/#100033>

The goal in a POWER CALL session is simply to set up 10 flip chart presentations. It's essential to show up to this session with at least 20 names and phone numbers. Typically 6-9 people won't answer the phone due to work or other responsibilities, so you'll only be left with about 10-12 people to speak with. When done properly, 90% of the people will agree with a 2 on 1 flip chart presentation. Of course if you want to increase your chances, come to the session with 25-30 names. It's recommended to NOT show up with less than 20 names and numbers. If you don't show up with enough names, you won't speak to enough people and you won't set up the proper amount of presentations and the ratios **won't** work in your favor.

If starting today, your next 12 weeks could look like this:

**Week 1-2:** (Total hours of work : 10-15 each week)

TWO 2 hour POWER CALL sessions with upline Monday and/or Tuesday.

10 flip chart presentations set up over the next 5 days.

**Week 3-4:** (Total hours of work : 10-20 each week)

You help assist your 2-4 new enrollees with their own POWER CALL sessions with your upline. Those 20-40 flip chart presentations will happen over the next 10 days. You and your upline will divide and conquer-splitting your time to assist your new prospect with these presentations.

**Week 5-6:**

At this point you will have 6 to 16 new associates in your business. It will be essential that you become a great 'secretary' for these new associates, meaning scheduling, reminding, confirming, and etc. You'll

have all these new associates all needing to set up their own POWER CALLS. You'll not only need the help of your upline, but also their upline to assist with POWER CALLS. You could easily have dozens of flip charts coming up in the next 10+ days and therefore the scheduling and planning will be essential. If done correctly those presentations can and should be divided up between you and your upline partners. Although the work will be intense, it will be very rewarding. Note that some appointments will cancel, some will be rescheduled, some will go long and some will be short. Try not to get too caught up in the results, but rather focus on the process of repetitive and frequent 2 on 1 flip chart presentations.

**Week 7-8:** (Total hours of work 10-20/week)

You will continue to facilitate the flip chart presentations. You could also easily be having 5-10 new people joining your group every week, or close to that number. If you have a local opportunity meeting in your area, you'll notice the attendance significantly rising like never before.

**Week 8-12**

You will continue to facilitate the flip chart presentations and scheduling. By week 12 you'll have 10+ new distributors joining each week. You'll also have significant autoships accumulating each week from the work you did in month 1 and month 2.

Other ranks and amount of people you need joining each week to support that rank.

Gold: 10 new associates

Silver: 7 new associates

Bronze: 5 new associate

Executive: 4 new associates

Royal 1K : 3 new associates

Royal 500: 2 new associates

**Below is a simple to understand chart that demonstrates how to create momentum in your group!**

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## How to Create Momentum By Jared Overton



Creating momentum in your business can happen to anyone, anywhere, and at anytime. It's a simple function of starting with stage 1 and moving up the chart. To create momentum, your ultimate goal is to attend the National Celebration WITH members of your downline! When you have achieved this level you WILL be earning a healthy residual monthly income.

### Stage 1

If you have struggled getting people to Stage 2, or Weekly Events, then those results are directly correlated to lack of activity in Stage 1. The 2 on 1 Flip Chart Presentations are the basic building block for your business. Your primary focus should be to spend ample time Monday, Tuesday, or Wednesday setting up Flip Chart Presentations for the rest of the week. When you are doing 4-6 personal Flip Chart Presentations per week, by week 3-4 your newest associates should be setting up their

own Flip Chart Presentations. Within 1 month you should have a dozen+ Flip Chart Presentations each week occurring in your group.

Below are 3 examples of how to use the “Power Call” method with your UPLINE to set up these flip chart presentations:

<http://www.youtube.com/watch?v=rpzXroeZLuQ>

<http://gallery.me.com/jaredoverton2000#100033>

[http://www.youtube.com/watch?v=6D0Hr\\_FLVhw&feature=related](http://www.youtube.com/watch?v=6D0Hr_FLVhw&feature=related)

<http://www.youtube.com/watch?v=YVLx9klyMZA&feature=related>

## **Stage 2**

By properly advancing to this stage you should definitely have people in your downline participating in Weekly Events. These participants will ‘roll over’ from all the activity in Stage 1. Some of these distributors will show up just to watch and others will bring guests. It’s important to note that many of these distributors might be attending this opportunity for the first time since they just recently joined. A new distributor attending a Weekly Event is as good and productive as a guest attending a Weekly Event. However, if that distributor continues to attend weekly events without any new guests or new distributors, then he or she has not been successfully implementing Stage 1.

It’s important to consider that if you are opening a new area, these weekly events are most likely not taking place. By successfully implementing Stage 1 for 30 days, you’ll have enough people to support a weekly event. Try setting a date for your first weekly event 30 days out from the time you start Stage 1.

Here is what a typical Weekly Event looks like:

<http://www.youtube.com/watch?v=FDPTyTIHkoA>

## **Stage 3**

Weekly events feed into Monthly events. Typically these events happen every 4-6 weeks. These events include not only a great opportunity event on a larger scale, but also training. These events should be ticketed events. They should be fun, motivational, and exuberate

camaraderie. Typically the entire event lasts about 3 hours. The event should also be promoted throughout the month at EVERY Flip Chart Presentation, Weekly Opportunity, or any other opportunity to promote. Promoting, while successfully implementing Stage 1 and Stage 2, will result in a successful monthly event. Below is footage of promoting a couple local Monthly Events as well as footage from an actual local Monthly Event.

Promoting:

<http://www.youtube.com/watch?v=w7IY9deg-9Q&feature=related>  
<http://www.youtube.com/watch?v=akHwTXkR2j0>

Actual Event:

<http://www.youtube.com/watch?v=x2lNFxbB0Pk>

## **Stage 4**

As your group develops and your downline attendance at the Monthly Events grows, you will consequently have members of your downline attending the Semi-annual events. When you have at least 25 members of your downline travel and attend these events your monthly income typically will be between \$5,000-\$10,000 per month. These events are particularly important as it gives your downline the opportunity to mingle with other successful distributors in the company. It will instill confidence when they see all types of people from all different locations finding success. They also get to learn from the best and top income earners from around the world. These Semi-annual Events are very hands-on and teach and show distributors EXACTLY how to do certain things to grow their groups.

Here is footage from one of these events:

<http://www.youtube.com/watch?v=Anlr-ldWluc>

## **Stage 5**

When you and a group of your downline members are regularly attending the Annual Celebrations you will have a solid business that will pay you a life time. Having 10-20 downline attendees in your group

at the Annual Celebration means you have approached or are approaching a 6 figure income. Annual Celebrations allow you and your group to meet, mingle, and get trained by the Executive Team. At these events you'll hear about the Companys' progress, the newest products, the best systems, and the future direction of the Company.

Here is a promotional link for the upcoming Celebration:

<http://www.mxicorp.com/events/>